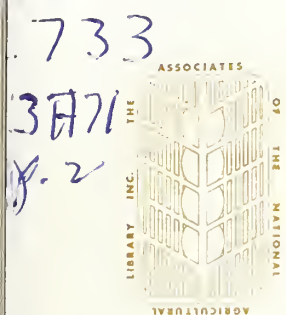


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Associates NAL

TODAY

The Associates of the National Agricultural Library, Inc.

Newsletter No. 13

APRIL 1975

Beltsville, Md. 20705



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Associates NAL Today is published in January, April, July, and October and is mailed free to members of The Associates NAL Inc. In addition to underwriting the cost of this quarterly journal, The Associates publish occasional monographs, sponsor symposiums, and initiate projects designed to supplement programs of the National Agricultural Library. Readers are cordially invited to join The Associates NAL Inc. to receive these publications and participate in these activities. Categories of membership are: personal, \$10.00; business, \$500.00; institutional, \$100.00; NAL staff members (non-voting) \$5.00. Please make your check payable to The Associates NAL, Inc. and mail your check with the completed form below to the Associates NAL Inc., 10301 Baltimore Blvd., Beltsville, Md. 20705

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VIEW FROM THE TOWER

In the January issue of this newsletter I called your attention to our need to substantially increase our membership. Since then we have printed and distributed a new membership folder, which has had gratifying results. I want to encourage each of you to make contacts and draw into our organization new members, who will help to further and strengthen the aims of the Associates NAL Inc.

With this objective in mind, I believe it is time to review the privileges and obligations of membership.

1. Members receive the quarterly newsletter Associates NAL Today.
2. Members receive one copy of all monographic publications issued by The Associates NAL Inc.
3. Use of the Board of Directors' Meeting Room. Any member visiting the National Agricultural Library is welcome to use this room (204-A) for study and research.
4. Free copy on the Olivetti copier machines in the NAL Lobby. (Please make arrangements first with the Executive Secretary, Room 204-A (301-344-3726).
5. Direct loan privileges are available to members of the Associates NAL Inc. in the Washington Metropolitan area. Associates should present membership cards at the loan desk of the Library, when checking out publications.
6. Use of Employees Staff Lounge, Room 1401 and lakeside picnic area.
7. Reduced registration rates at symposiums, conferences, or workshops sponsored by The Associates NAL, Inc.
8. On-site use of all services of the National Agricultural Library.

Members of The Associates NAL Inc. materially support the objectives and goals of the National Agricultural Library through gifts of books, equipment, furnishings, and money. They inform the agricultural community about the Library's services and problems and call public attention to the outstanding achievements of the Library's staff.

All persons, academic/research institutions, and businesses with an interest in the Library, its objectives and services are invited to join.

Frank Frazier
President

SPECIALIZED INFORMATION CENTER AT NAL

BY

ROBYN FRANK

Technical Information Specialist

The Food and Nutrition Information and Educational Materials Center (FNIC) is unique to the National Agricultural Library in that it is a specialized information center primarily serving a predesignated target audience. FNIC was established in 1971 by the Food and Nutrition Service of the USDA in cooperation with the National Agricultural Library to disseminate information on food service training to persons throughout the United States, who are involved with the Child Nutrition Programs (School Lunch Program, School Breakfast Program, Special Milk Program, etc.).

The FNIC directs its services to the following groups: (1) Employees of the Food and Nutrition Service, USDA; (2) State School Food Service Directors and Staff; (3) County, City or District School Food Service Personnel; (4) Colleges and Universities offering courses applicable to school food service training; (5) Professional societies and research institutions involved in school food service and related subject areas; and (6) Selected libraries with which FNIC shares reciprocal arrangements.

The Center acquires, processes, and disseminates resource materials for training school food service personnel. The collection covers the subject areas of human nutrition and nutrition education, food service management, food standards and legislation, education and training, menu planning, quantity food preparation, equipment, sanitation and safety, food technology, and Child Nutrition Programs.

The Center publishes a Catalog with annual supplements listing the materials that have been acquired each year. The collection includes both print and nonprint media. Currently (April 1975) there are approximately 7,000 titles included in the collection. Of this number (7,000) over 500 titles are audiovisual materials. Cassette tapes, coloring books, charts, film loops, filmstrips, games, multimedia kits, motion pictures, records, posters, show n'tell, slides, study prints, transparencies and videocassettes comprise the audiovisual collection. In addition, through the FNIC, users have access to the total resources of the National Agricultural Library (NAL).

Located in Room 304 of the National Agricultural Library, the Center is open to visitors who wish to use materials on-site. The Center also responds to requests by letter and telephone. Monographs are loaned for a period of one month. Audiovisuals are loaned for a 2 week period and there is a limit of 3 per request. It is recommended that audiovisuals not be requested more than one month in advance of use. Return postage is provided via a Government-franked label.

The entire FNIC data base is a part of the NAL CAIN system. Therefore, anyone who has computer retrieval of CAIN, also has access to FNIC's data base. Citations to FNIC materials contain abstracts. These abstracts appear in the FNIC Catalog and in computer retrieved printouts. FNIC's call number differs from NAL's when the material is physically located in FNIC. These holdings may be readily distinguished by the small letters F&N following the call number. The letters AV beside F&N indicate materials cited are audiovisual holdings.

In addition to the lending service, FNIC also provides reference and referral service. Members of the staff are available to participate in seminars and meetings to promote the use of the Center.

For further information on the FNIC, please contact:

Christine Justin, Head
Food and Nutrition Information
and Educational Materials
Center, Room 304
National Agricultural Library
Beltsville, Md. 20705



EVALUATION OF TWO TEACHING METHODS USED IN COOPERATIVE EXTENSION NUTRITION PROGRAM

BY

EVELYN B. SPINDLER

Nutritionist, Extension Service, USDA

Of the many methods used to teach nutrition very few are carefully evaluated. During the past year the Extension Service elected to evaluate two of its teaching methods. This brief report gives the results of these two studies. The detailed studies are available through the Food and Nutrition Information Center in the National Agricultural Library.

Evaluation of Mulligan Stew 4-H Television Series*

In 1972 the USDA Extension Service produced a series of six half-hour television shows designed to teach youth about nutrition. This 4-H television series was produced as a component of the Expanded Food and Nutrition Education Program (EFNEP), and was called Mulligan Stew. Each of the six film productions depicts Mulligan and his friends, the Mulligan Stew gang, in a variety of situations dealing with nutrition. Each of the films emphasizes a different aspect of nutrition and is a self-contained unit. Yet basic nutrition concepts are identified and repeated throughout the entire series.

To supplement the six films, support materials were prepared. A workbook for group leaders giving suggestions for activities to reinforce the message of the films, and a comic workbook for youth.

The main goal of the series is to help youth acquire and apply nutrition knowledge.

Since 1972 the Mulligan Stew series has been shown in classrooms, at 4-H clubs, on educational television, and on local commercial stations.

The evaluation was conducted in the early part of 1974 among more than 3000 youth in the 4th, 5th, and 6th grades in six states: Arkansas, Missouri, Oregon, Pennsylvania, Tennessee, and Texas. Arrangements for testing were made through schools by the State Extension Services. In order to gather information on the relative effectiveness of Mulligan Stew under different situations, a number of experimental groups (exposed to the films) and control groups (not exposed) were used.

*Conducted by ABT Associates, Inc.

In the pre-testing and post-testing phases the children filled out test booklets which explored their knowledge of nutrition and their activities related to nutrition. Children were asked on the post-test about their reactions to the Mulligan Stew films.

While the main focus of the study was on the youth involved, there was also interest in the effect of the series on the teachers. Thus information and reactions were sought from the teachers participating in the project.

Reactions were also gathered from state Extension Service personnel, who were involved in the delivery and distribution of the Mulligan Stew series.

Based upon the analysis of the data, Mulligan Stew has had a positive impact on youth.

After participating in the television series, youth demonstrate more knowledge about nutrition, are more likely to engage in nutrition-related activities. Since these results were identified as major goals of the series, it can be stated that Mulligan Stew has had a positive influence on its viewers.

It must be added, however, that the shows do not fully meet all of the stated objectives. For example, Mulligan Stew generates only minimal changes in the nutrition behavior of youth; while the youth who view the series do appear to eat more for breakfast, their selections from the basic four food groups (i.e., meat, milk, fruit and vegetables, bread and cereals) seem to remain unchanged.

On the other hand, the series does seem to raise youth's awareness of the concept of "empty calorie" foods--foods that contain calories, but have little nutritional content. After participating in Mulligan Stew, youth in all three grades tended to select fewer "empty calorie" items when given free choice on a menu containing a large number of foods.

While the series appears to be effective with youth in all three grades, overall Mulligan Stew has a somewhat stronger impact on fourth and fifth graders than it does on sixth grade youth.

And finally, the comic workbook and viewing situation appear to be important variables; although at-home viewing is good, in-school viewing generates larger changes; and while the series works well without the comic workbook, "Stew" is more effective with the comic.

The Phonoviewer as a Teaching Method

The phonoviewer is an audiovisual instrument resembling a small television with a 10-inch diagonal screen that is best used for small group viewing. The phonoviewer can provide accurate and interesting nutrition information for various audiences such as homemakers, youth, teens, older folks, young mothers. Twelve 7-minute shows on food and nutrition were produced in 1971-73. The shows cover various topics such as nutrition shopping and food safety. With each show is a discussion guide.

The shows were designed primarily for the use of paraprofessional aides and County home economists in the Extension's Expanded Food and Nutrition Education Program (EFNEP) a special teaching effort designed to provide low-income homemakers with nutrition information on a one-to-one basis. The shows were also used in clinics, schools, and exhibits.

In order to measure the effectiveness of the phonoviewer as a teaching tool in EFNEP, a study* was carried out by the University of Wisconsin with state nutrition specialists, EFNEP coordinators in all states, County Extension home economists, aides and program participants in four selected states.

In Phase I of the study, questionnaires were sent to state nutrition specialists, EFNEP coordinators, and a random sample of 329 County Extension home economists. In Phase II, a telephone survey was made of 425 EFNEP aides and 126 home economists in 4 states: Massachusetts, South Carolina, Texas, and Wisconsin. In addition, 394 program participants answered questionnaires taken by local Extension workers.

The majority of states find the phonoviewer a useful teaching aid. Most felt that present shows were well done and made a substantial contribution to their program.

About half of the 1,500 EFNEP units in the nation currently have at least one phonoviewer and most of the phonoviewer shows.

The present shows are being used extensively with EFNEP youth and adult homemakers in training aides.

Major conclusions:

Phonoviewer shows enhanced learning. Homemaker and youth participants report specific understandings and new practices after seeing a phonoviewer show.

*Conducted by Dr. Jane Voichick, University of Wisconsin

EFNEP aides definitely feel the phonoviewer helps teach adults and youth. It helps hold interest, enhance lessons, and gives credibility to the aide. It makes things seem more real and makes dealing with touchy subjects easier.

Use is conditional on availability of the phonoviewer and scheduling for easy aide access. Availability and use varies extensively by state. Aides in Texas and Massachusetts had more phonoviewers available and made greater use of them than did aides in South Carolina and Wisconsin. Participants, aides, and county home economists in these four states like the present shows.

There is a request for more shows--both new topics and additional shows on topics now available. The need for shows in Spanish was emphasized.

Aides have adopted the phonoviewer with a minimum of training. County home economists feel effectiveness could be improved by more training.



NEWS

Associates NAL Inc. to Present Awards

Three different honor presentations will be made in the form of special awards to nominated outstanding recipients in the agricultural library community by the Associates of the National Agricultural Library, Inc. at their annual meeting September 26, 1975.

For the third year the Associates will honor outstanding performance in three different classifications. Those honored must be nominated for this special attention by their exceptional contributions to the improvement of the agricultural library system and its literature.

The three classifications are: (1) significant contributions to agricultural literature or the performance of outstanding service to agricultural libraries; (2) meritorious contribution to library science by a member of the National Agricultural staff; and (3) notable performance by any National Agricultural Library employee who has brought to his job initiative, imagination, or talent to best improve the National Agricultural Library.

All nominations should be mailed not later than June 30, 1975 to Barbara J. Williams, Head Librarian, Box 1565, South Carolina State College, Orangeburg, South Carolina 29117. Each nomination should include the following information: (1) name of the award for which the candidate is proposed; (2) a brief statement of the basis of the nomination and, where appropriate, a bibliography which supports the nomination.

The Associates NAL seek your participation and interest.

HANKE To Be Honored at Recognition Banquet

Oscar A. Hanke, Mt. Morris, is one of six individuals who will be honored by the College of Agricultural and Life Sciences, University of Wisconsin at the 66th annual Honorary Recognition Banquet April 23.

As a journalist and administrator, Hanke almost single handedly helped conquer the most diverse industry in agriculture--poultry.

Born in Waterloo, Hanke graduated from Waterloo High School and entered the University of Wisconsin in 1922, majoring in agricultural journalism and minoring in poultry husbandry.

As a sophomore he worked as a news writer for the Agricultural Journalism Department. By the end of his second year he was free-lance writing for eight poultry publications and writing monthly features for four national poultry magazines and the Milwaukee Journal's Sunday farm page.

In 1926, following his graduation from the UW, Hanke moved to Mt. Morris, where he joined the Watt Publishing Co. as associate editor of the Poultry Tribune. In the next 41 years, he held almost every position in the company while rising to executive vice president and publishing director. In this position, he managed the mergers, absorption and purchases of many publications for Watt.

While with Watt, he directed the editorial policy of the largest assemblage of poultry and agricultural publications in existence. In addition, he initiated foreign language editions of American magazines and poultry publications. Printed at Mt. Morris, they were made available for international reading and benefit.

At Chicago's 1933 Century of Progress exhibit, Hanke's determination won the poultry industry the largest exhibit area of any animal species. In addition, he directed the fund raising for the 1939 World's Poultry Congress in Cleveland--the largest ever held.

He has received more than 40 honorary degree awards and citations. He's listed in Who's Who in America, the American Poultry Hall of Fame and is the official historian of the American Poultry Historical Society. After retiring from Watt Publishing in 1967, Hanke set up an Agricultural Public Relations and Consulting Service. In this activity, he has conducted several studies for federal agencies. Presently, he is editorial director for the book "American Poultry History."

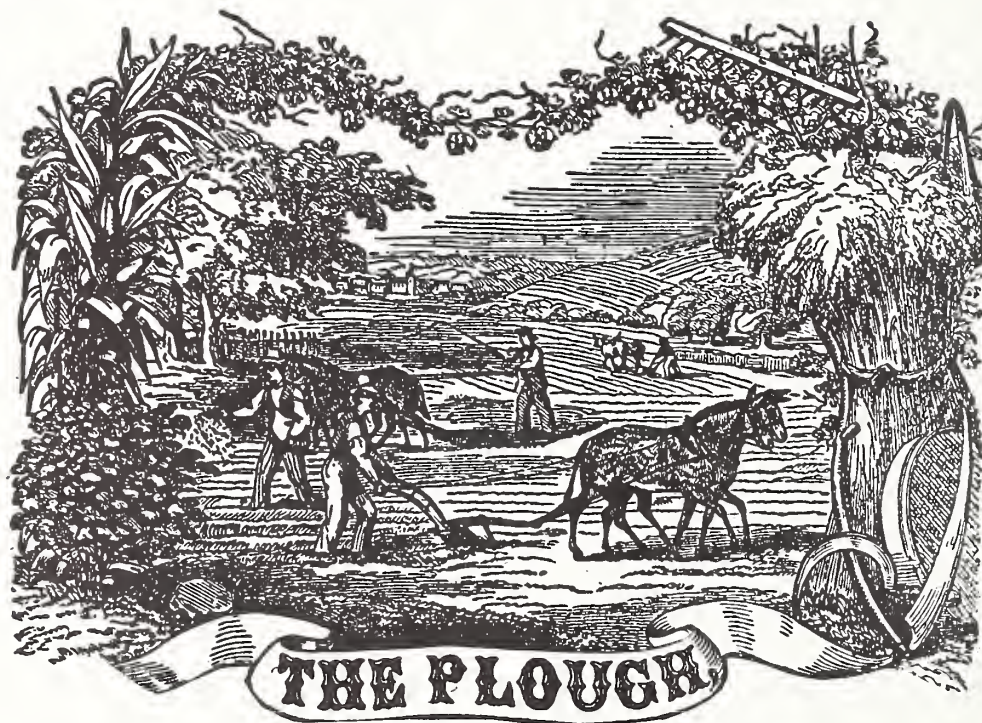
Hanke and his wife, the former Gertrude Menz, also of Waterloo, have two sons, Harold, a geologist, and Robert, a sales executive.

Bicentennial Symposium

Members should have received by now the brochure announcing the Agricultural Literature Symposium: Proud Heritage-Future Promise. The Symposium is receiving support from Massey-Ferguson, Inc., the Agricultural History Society, the USDA Graduate School, the American Association of Nurserymen, Inc., and the American Poultry Historical Association.

The response of speakers has been particularly good and we can look forward to a stimulating 2-1/2 days. Members are reminded that the Symposium dates are Wednesday, September 24-Friday, September 26.

Registration forms should be submitted by September 5, 1975. However, since attendance must be limited, we suggest getting your registration forms in as early as possible.



CALENDAR FOR PHASING ADMINISTRATION OF
THE
ASSOCIATES NAL, INC.
JULY 1, 1974 - SEPTEMBER 30, 1975

July 1974	Publish No. 10 of "Today" Newsletter	Completed
August 1974	Complete draft of monograph on "The National Agricultural Library: A Chronology."	Completed
September 1974	Advertise memberships in agricultural journals	Completed
October 1974	Publish No. 11 of "Today" Newsletter	Completed
	Draft copy for membership brochure	Completed
	Draft copy for announcement and program on Agricultural Literature Symposium	Completed
	Publish monograph on "The National Agricultural Library: A Chronology."	Completed
November 1974	Print and distribute membership brochure	Completed
	Print and distribute Symposium Announcement	Completed
	Board of Directors' Meeting	Completed
January 1975	Publish No. 12 of "Today" Newsletter	Completed
April 1975	Publish No. 13 of "Today" Newsletter	Completed
May, 1975	Publicity on 3rd Annual Awards	
	Nominating Committee to select candidates for new officers	
	Board of Directors' Meeting	
	Ballot for election of new officers	
September 1975	Annual Meeting	
	Symposium on Agricultural Literature September 24-26	

The Associates of the
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